San Francisco
Then and Now

Copyright, 1909, by
PILLSBURY PICTURE CO., Inc.
174 Geary Street, San Francisco

The Burning of San Francisco as seen from the St. Francis Hotel on April 18, 1906

Post and Stockton Streets

Whittell Building

City of Paris

Butler Building

Looking Across Union Square from Post and Stockton Streets

Victory Monument on Union Square

St. Francis Hotel

Powell and Post Streets

Sutter Street Post Street Stockton Street Geary Street

Ruins of Shopping Section After the Fire

Same View as Above Three Years Later

Market and Fourth Streets Flood Building Powell Street O'Farrell Street City Hall

Continuation of the Same Burnt District as seen from the St. Francis Hotel

This View Illustrates the Almost Complete Rebuilding of the District Shown in the Upper Picture

View of Tomblike Ruins from Hopkins Institute

View from Summit of California Street Hill

All That Was Left on Kearny Street, near Post

Second Street

Shell of the Historic Palace Hotel

It Cost $90,000 to Remove This Debris

Call Building

Market and Post Streets

Comparative view on next page

Metropolis Bank

The Palace Hotel, South Side of Market Street

North Side of Market Street | Crocker National Bank | Post Street | First National Bank | Montgomery Street | Union Trust Bank

One of the most striking corners in San Francisco, at the junction of Post, Montgomery and Market Streets, showing three of the most important banks in the city.

The picture on the extreme left shows another fourteen story bank building and the new Palace Hotel, the whole group illustrating the fine architecture of the new San Francisco.

The picture gives a good idea of the way in which the streets running into Market Street form a gore at every block.

The Apartment House District on the Hillside Was Completely Wiped Out

McAllister Street

Hibernia Bank

Jones Street

Hotels and Apartment Houses Are Rapidly Returning to Their Former Location

Fairmont Hotel

Mason Street

Market Street United States Mint A Desolate View from Seventh and Market Streets in 1906

Market Street The Same District in 1909

View from Turk and Market Streets

Mason Street

View from the Same Corner as Above

Market Street

View from Market and Sixth Streets

Taylor Street

Market Street

Class "A" Hewes Building of Fourteen Stories

Sixth Street

Mutual Bank Building, Market and Geary Streets

Phelan Building, Market and O'Farrell Streets

Looking Down Market Street from a Point Below Sixth Street

Market and Third Streets, from Kearny

Market Street Below Fifth Street

The Emporium

Humboldt Bank Building

"SAN FRANCISCO THEN" refers to that memorable time when the citizens of San Francisco saw their beloved city in flames and later looked out across four square miles of smoking ashes and piles of broken brick and stone. The pictures in this book show more strikingly than words can tell the story of "SAN FRANCISCO NOW". They show a city risen, almost like magic, in three short years, from a heap of ruins. They show a "City Beautiful", with fine, broad streets, tall, ornate buildings of classic architecture, splendid churches, schools, theaters, beautiful, artistic, modern homes, and parks blooming with semi-tropic flowers the year around.

For those to whom statistics are interesting, the following figures are eloquent:

Expended in Construction of Buildings since the fire	$169,000,000.00
Spent by street railroads in Improvements in three years	12,000,000.00
Annual Imports	45,000,000.00
Annual Exports	35,000,000.00
Savings Deposits, first six months of 1909	150,173,360.00

Population of San Francisco, considerably over 500,000. Hotels 150, with suites of 17,500 rooms and accommodations for 50,000 guests, besides boarding houses and apartment blocks innumerable.

San Francisco is reconstructed. Her Portola Festival, celebrating the discovery of San Francisco Bay by Don Gaspar de Portola in 1769, is simply an excuse for a brief breathing spell after her herculean labors of three years. It affords an opportunity and a reason for saying to all the world, "SAN FRANCISCO is her gay, joyous, beautiful self once more. As you mourned with her in her night of sorrow, come now and rejoice with her in her day of triumph."

All photographs in this book are copyrighted by the Pillsbury Picture Co., Inc., San Francisco, from whom prints can be obtained

Copyright, 1909, by
PILLSBURY PICTURE CO., Inc
174 Geary Street, San Francisco

BOLTE & BRADEN CO.
Printers
50 Main Street, San Francisco